

Cyprus: Using Social Media and New Technologies for Outreach



Project Title	Cyprus: Using Social Media and New Technologies for Outreach
Project Summary	Assist with public affairs outreach programs through social media and new technologies, video production, and overall support of the Embassy's efforts through scheduled and ad hoc projects aimed at connecting with and informing audiences on subjects relating to U.S. culture, education, and policy.
Country	Cyprus
Agency	Department of State
DoS Office	N/A
Post	NICOSIA
Section	PAS
Number of Interns	2

Project Description

Nicosia Public Affairs Section aims to reach new and existing audiences and increase engagement on social media channels through the development of local, more targeted content and by encouraging audience interaction. Our ultimate goal is to engage Cypriot youth, and we believe that American students would be uniquely positioned to assist our small staff in enhancing our content.

Selected interns will work with Public Affairs staff to develop content—including videos, presentations, and programs--under the overall Embassy effort to engage Cypriots in the discussion of global challenges, increase opportunities through exchange and academic programs, promote U.S. education, and publicize U.S. policy. The Virtual Interns will work with mission staff and the Embassy's social media group to incorporate American culture, life, and values into the Embassy Cyprus social media channels through a combination of locally produced content and information on U.S. Government priorities and policy to our audiences. Selected candidates will need to possess strong understanding of social media environment as well as knowledge of social media platforms, allowing them to work with U.S. Embassy Cyprus staff in enriching output and delivering our message to our audiences in a more attractive and effective manner.

Desired Skills Interests

Additional Information

Facebook is the Embassy's primary outreach tool to Cypriot audiences, mainly youth. On a daily basis we prepare content on a variety of subjects including American culture, human rights, current events, holiday celebrations, information on Embassy and State Department programs, anniversaries, and policy issues. In support of this effort, we design long-term Facebook and Twitter campaigns using U.S. Government-produced materials in combination with various online sources. Selected interns will work closely with the Nicosia Public Diplomacy team to this end, preparing social media campaigns, designs, program announcements, and posters, incorporating U.S. public policy priorities in social media posts, and researching a variety of subjects online. Post will work with interns to strategize expanding its social media reach through alternative social media platforms, like Instagram and Flickr. Communication will take place through regularly scheduled online VOIP (Voice Over Internet Protocol, e.g. Skype) calls, emails, and online document collaboration through cloud storage applications (note: Nicosia is seven hours ahead of Eastern Standard time). Occasionally, virtual interns may participate in the public diplomacy team meetings through teleconferencing to gain a more holistic understanding of how specific projects contribute to the larger goals of the Public Affairs Section.

Successful candidates would need to follow current trends in social media, mainly Twitter and Facebook, be able to provide basic analysis of social media metrics, and work on alternative platforms to reach existing and new audiences. Awareness of current State Department priorities and campaigns is preferred but not required. When needed, interns will work on special projects relating to American history, music, education, art, etc. to help Embassy Cyprus expose local audiences in lesser-known areas of U.S. culture which are not widely known. At times, Nicosia's Virtual Interns may also be asked to help with audio and video transcription, assist with budgeting, and proposal drafting. Knowledge of either Greek or Turkish would be welcome and helpful, but not required.

Another post social media priority is the promotion of U.S. Education among secondary and tertiary students in Cyprus. Interns may be asked to create content by combining EducationUSA and other U.S. Government materials with content based on their own experiences or by coordinating with Cypriot students currently studying in the U.S.

Every year, the Embassy organizes a series of speaker programs with presentations and discussions by Embassy officers at local schools and institutions. Virtual Interns may work with speakers to prepare presentations and research materials in the form of historical background, videos, and photos for these presentations.

We strongly believe that through this internship, the selected candidate will gain experience of State Department public diplomacy work with foreign audiences and better understand the U.S. Foreign Service priorities and organizational culture.

Language Requirements

None